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ABSTRACT

To address the economy's growing reliance on international business, San Diego State University has recently introduced a program in international commerce. The program was developed by packaging coursework in three existing areas: business administration, language training, and area studies. Although still in its infancy, the international commerce program has already proven itself popular with students seeking careers in international business. The university is now developing a more comprehensive approach to international commerce training. The curriculum is structured around several innovative modules. Students will begin the program in target language immersion. Participants will live together in a dormitory where all communication will be limited to the target language. For the first year of the program, the only language offered will be Spanish. During subsequent years, students will take coursework in area studies and business in the target language to reinforce the language skills they developed in their freshman year. Later in the program, students spend one semester abroad and participate in a business internship, an opportunity to apply the skills developed in the international commerce curriculum. The existing program's brochure and the new, expanded program's proposal are appended. (Author/MSE)

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A Model Program

for

International Commerce Education

a paper prepared for presentation at

The Seventh Annual Conference
on Languages and Communication
for World Business and the Professions

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A MODEL PROGRAM FOR INTERNATIONAL COMMERCE EDUCATION

ABSTRACT

To address our economy's growing reliance on international business, San Diego State University has recently introduced a program in international commerce. This program was developed by packaging coursework in three existing areas: business administration, language training, and area studies. Although still in its infancy, the international commerce program has already proven itself popular with students seeking careers in international business.

The university is now developing a more comprehensive approach to international commerce training. The curriculum is structured around several innovative modules. Students will begin the program in a target language immersion environment. Participants will live together in a dormitory where all communication will be limited to the target language. For the first year of the program, this language will be Spanish. During subsequent years, students will take coursework in area studies and business in the target language in order to reinforce the language skills they develop in their freshman year. Later in the program, students spend one semester abroad and participate in a business internship to provide an opportunity to apply the skills developed in the international commerce curriculum.

We believe that this program will produce a unique and highly qualified breed of manager for the future. Graduates

of the program will have language skills, an understanding of the cultural environment, as well as traditional business skills. It is our belief that this type of manager is sorely needed to help restore American competitiveness in the global economy.

American businesses are making a dramatic transition from competing in a domestic and closed economy to competing internationally in an increasingly globalized marketplace. This adaptation has been slow, however. Many of the problems encountered in effecting this transition have been attributed to traditional American management style. U.S. managers are often characterized as ethnocentric and uncompromising when dealing with foreigners.

One of the reasons for American managerial inflexibility is the approach to "international" business education used at most U.S. universities. International business is taught as an independent discipline. Little attempt is made to integrate international business programs into a broader economic and societal context.

To address our economy's growing reliance on international business, San Diego State University (SDSU) has recently introduced a program in international commerce. This program was developed by repackaging existing coursework in three areas: business administration, language training, and area studies. Although still in its infancy, SDSU's international commerce program has already proven itself popular with students seeking careers in international business.

The international commerce program is currently being offered as a Liberal Studies Option I major with the A.B. Degree in Liberal Arts and Sciences. The first major declared in April 1986. There are currently 83 declared

majors.

The liberal studies international commerce major was introduced as a result of a 1984 survey conducted by the French and Spanish departments at SDSU. The French and Spanish programs discovered that the single largest group of students taking courses in those programs were from the College of Business Administration, even though business students are not subject to the foreign language graduation requirement. This fact, coupled with the fact that foreign language minors are the most popular minors in the university and that business minors are popular among foreign language majors, suggested that a more formalized program in business, foreign language, and area studies was needed.

In order to expedite the implementation of a new program in international commerce, it was decided to introduce the program under the already existing Liberal Studies rubric. (A more complete description of the current Liberal Studies international commerce major is attached as Appendix 1 to this paper.) As noted above, in only two years this option has proven extremely successful. Precisely because of that success, however, San Diego State is now developing a more comprehensive approach to international commerce training.

San Diego State is now introducing a "freestanding" International Commerce Major designed to be an interdisciplinary undergraduate degree program with the majority of course offerings and degree requirements from within SDSU's

College of Arts and Letters. No new department will be created, and the program will be administered through the Dean of the College of Arts and Letters and a faculty committee with representatives from each of the participating departments and programs.

The International Commerce program will allow students to complete a degree with a coordinated set of courses in three fields: area studies, business, and foreign language. This truly interdisciplinary major will provide students with a new and broader liberal education necessary in today's increasingly interconnected global community. Students will select an area of the world other than North America, in which to concentrate (Asia, Europe, or Latin America) and an appropriate second language (Chinese, French, German, Italian, Japanese, Portuguese, Russian, Spanish), and combine them with a common set of courses in Business (Finance, Management, Marketing). The area studies courses are generally the equivalent of a minor; the foreign language component aims at a competency level that is greater than that acquired in the minor; and the business sequence culminates in three international courses. (Attached as Appendix 2 to this paper is the curriculum proposal for the International Commerce major, which will provide a more detailed description of the program.)

Although many undergraduate institutions offer degree programs that are called international business, none is truly such since none includes significant course work in

all three fields: area studies, business, foreign language. Comparable programs at Monterey Institute for International Studies, the American Graduate School of International Management (Thunderbird), University of South Carolina, and the Lauder Institute (Wharton School, University of Pennsylvania) are all graduate programs.

The only comparable undergraduate programs in the entire nation are located at California State University, Fullerton (CSUF), and Eastern Michigan University (EMU), both of which were consulted in developing this new "free-standing" major and both of which have been extremely successful. EMU's program was created in 1979. There are now over 450 majors. Based on the results of an EMU alumni survey in fall 1983, more than 95% of graduates were employed in the business world; approximately 65% obtained immediate, entry-level positions in international operations. CSUF's international business program has over 300 majors in only the fourth year of its implementation. SDSU's program, however, will distinguish itself from the CSUF B.A. in International Business and EMU's B.A. in Language and International Trade by its enhanced area studies component.

Moreover, SDSU's international commerce students who choose French, German, or Spanish may also receive certification of their language skills by the governments of those three countries. SDSU's International Commerce program is singular in that it has already been designated as a testing

site for the "Certificat Pratique de Francais Commercial et Economique" granted by the Chambre de Commerce et d'Industrie de Paris and recognized by the French National Ministry of Education. In spring 1986, eight SDSU students passed that examination and were awarded that certificate. Similar authorization in German from the German-American Chamber of Commerce, the Carl Duisberg Society, and the Goethe Institute, and in Spanish for the "Certificado de Espanol Comercial Basico," from the Chamber of Commerce and the Official School of Languages in Madrid, is expected shortly.

In fact, to enhance its international commerce major, SDSU is also pursuing plans for an intensive language immersion module as part of the program. Students will begin the program in a target language immersion environment. Participants will live together in a dormitory where all communication will be limited to the target language. For the first year of the program, this language will be Spanish. During subsequent years, students will take coursework in area studies and business in the target language in order to reinforce the language skills they develop in their freshman year. Later in the program, students will spend one semester abroad and participate in a business internship to provide an opportunity to apply the skills developed in the international commerce curriculum. (Attached as Appendix 3 to this paper is the prospectus for the Intensive/Immersion Language Project, which will provide a more detailed description of the program.)

We believe that this combination of programs will produce a unique and highly qualified breed of manager for the future. Graduates of the program will have language skills, an understanding of the cultural environment, as well as traditional business skills. It is our belief that this type of manager is sorely needed to help restore American competitiveness in the global economy. For those students who wish to take courses in area studies, business, and foreign language, SDSU's International Commerce major provides an integrated degree program for that purpose. Students completing this major will better understand today's interdependent world and the ways people of different cultures interact socially and economically. By offering this degree program, SDSU will have increased its responsiveness to the needs of the international community as well as increased the preparedness of its students for the proficient and successful practice of a profession. It will also have given concrete recognition to the belief of Peter Drucker, the father of modern management theory, that "management . . . is a liberal art that must draw on all the humanities and all the social sciences." (The Chronicle of Higher Education, February 10, 1988, p. A3.)

Participating programs

College of Arts and Letters

Area Studies
Asian Studies (AH 3172)
Latin American Studies (SS 146)
European Studies (AH 3172)

Foreign Language
French and Italian Languages and Literatures (LE 326)
German and Russian Languages and Literatures (LE 468)
Spanish and Portuguese Languages and Literatures (LE 469)
Classics and Oriental Languages and Literatures (AH 4231)

* Chinese
* Hebrew
* Japanese

College of Business Administration

Accounting

Finance

Management

Marketing

The program is open only to students who have accumulated fewer than 90 units of college level coursework.

For more information contact the College of Arts and Letters (SS 132). 265-6270.

* May be possible; contact the Department Chair of Classical and Oriental Languages and Literatures.

SDSU
College of Arts and Letters
San Diego State University
San Diego, CA 92182

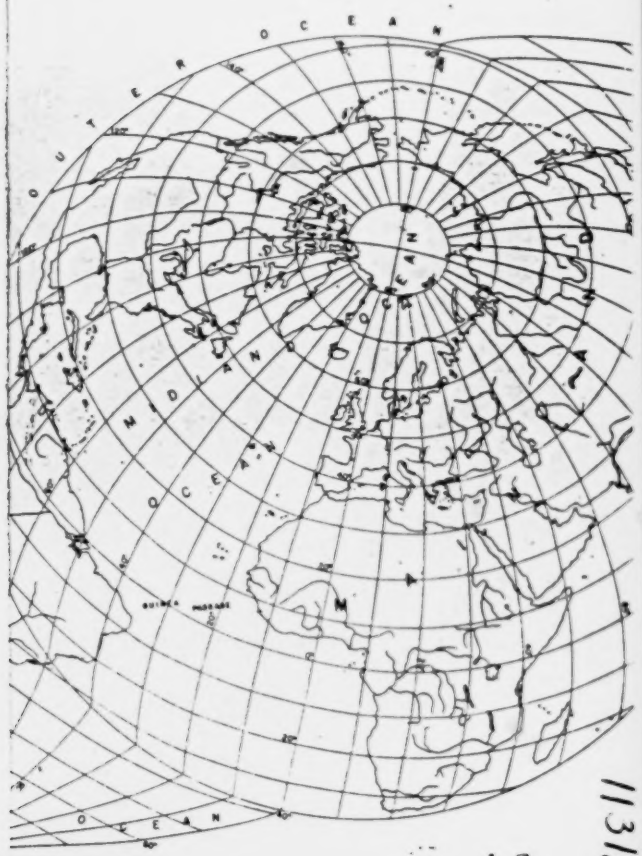
SAN DIEGO STATE UNIVERSITY

College of Arts and Letters

College of Business Administration

International Commerce

A Liberal Studies Option 1 Degree



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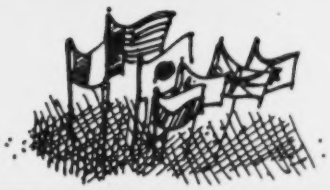
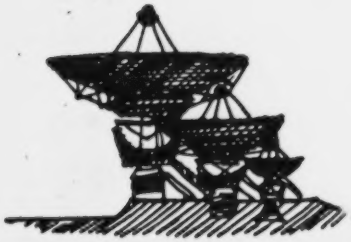


The College of Arts and Letters and College of Business Administration at San Diego State University have joined forces to meet the demand of our country's increasing economic interdependence with other countries of the world. According to the *Economic Report of the President* (1986), U.S. trade activity rose to $575 billion in 1985 from 50.7 billion in 1965. Everyday, more U.S. companies are increasing their business operations around the world. These overseas operations must be managed and financed. The result is an increasing demand for people with international expertise.

A recent report on international education by the American Institute for Foreign Study stated that "The economic well being of the United States is inextricably linked to the world economy.

- Our 13 largest banks derive half of their total earnings from overseas investments.
- One third of all U.S. corporations are foreign based or foreign owned.
- Some 20% of our total national industrial production is for export."



To meet the demand for international managers, the SDSU Colleges of Arts and Letters and Business Administration have developed a Liberal Studies Option 1 degree in International Commerce.

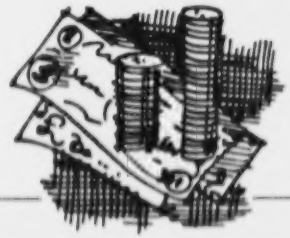
Business – Preparation for the major (15 units)
Major requirements (18 units)

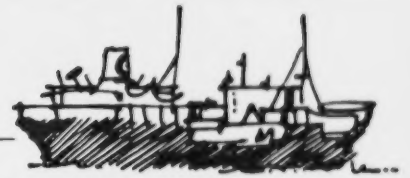
Area Studies – Preparation for the major (12-15 units)
Major requirements (12 units)

Foreign Language – Preparation for the major (12-15 units)
Major requirements (12 units)

Students will be required to fulfill a minimum of 42 units in preparation for the major, and 39 units of major coursework. The unit requirements are listed above. Many of the courses in the preparation area can also be used to satisfy General Education requirements.

Only students who have completed the third semester of the foreign language, which will be a part of this program, can apply. (Bilingual or native speakers may be exempt from this stipulation).





Declaration of major process

- Make an appointment with the Associate Dean of Undergraduate Studies (AD 223)
- If eligible, develop masterplan with the approval of Associate Dean.
- Obtain approvals from departments you have chosen in your masterplan.
- Schedule another appointment with the Associate Dean of Undergraduate Studies to verify approval and finalize process.

"First and foremost, a student needs some background in accounting, marketing and finance. Finally, language proficiency enhances the chance of overseas assignment and success on the job. After all, the best language of business is the language of the customer."

Bartly Nouise
Director of Career Services
The Fletcher School

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APPENDIX 2

**Proposal for Inclusion in the
San Diego State Academic Master Plan
and the Implementation of a New Degree Major Program
in International Commerce
February, 1988**

1. DEFINITION OF THE PROPOSED DEGREE MAJOR PROGRAM

a. Name of the campus submitting the request, the full and exact designation (degree terminology) for the proposed degree program, and academic year of intended implementation.

Campus: San Diego State University

Degree: International Commerce Major with an A.B. Degree in Liberal Arts and Sciences

Date of Implementation: 1990-91 Academic Year

b. Name of the department, departments, division, or other unit of the campus that would offer the proposed degree major program. Identify the unit that will have primary responsibility.

The International Commerce Major is designed as an interdisciplinary undergraduate degree program with the majority of course offerings and degree requirements from within the College of Arts and Letters. No new department will be created. The program will be administered through the Dean of the College of Arts and Letters and a faculty committee with representatives from each of the participating departments and programs.

c. Name, title, and rank of the individual(s) primarily responsible for drafting the proposed degree major program.

Dr. Alvord G. Branan
Professor of French (on leave)
College of Arts and Letters

Dr. Richard Funston
Associate Dean and Professor of Political Science
College of Arts and Letters

Dr. Michael Hergert
Associate Professor of Management
College of Business Administration

d. Objectives of the proposed degree major program.

This program allows students to complete a degree with a coordinated set of courses in three fields: area studies, business, and foreign language. This truly interdisciplinary major will provide students with a new and broader liberal education necessary in today's increasingly interconnected global community. Students will select an area of the world other than North

America, in which to concentrate (Asia, Europe, or Latin America) and an appropriate second language (Chinese, French, German, Italian, Japanese, Portuguese, Russian, Spanish), and combine them with a common set of courses in Business (Finance, Management, Marketing). The area studies courses are generally the equivalent of a minor; the foreign language component aims at a competency level that is greater than that acquired in the minor; and the business sequence culminates in three international courses. Students choosing French, German, or Spanish may also receive certification of their language skills by the governments of those three countries.

e. Total number of units required for the major. List of all courses, by catalog number, title, and units of credit to be specifically required for the major under the proposed degree program. Identify those new courses that are

(1) Needed to initiate the program, and
(2) Needed during the first two years after implementation. Include proposed catalog description of all new courses.

I. AREA STUDIES

A. Asian Studies

Preparation for the Major (15 units)

History 100: World History, 3 units
History 101: World History, 3 units
and nine units from:
Anthropology 102: Introduction to Cultural Anthropology, 3 units
Asian Studies 105: The Asian Heritage, 3 units
Asian Studies 106: The Asian Heritage, 3 units
Asian Studies 107: The Asian Heritage, 3 units (recommended)
Geography 102: Introduction to Cultural Geography, 3 units
Political Science 103: Introduction to Comparative Government, 3 units

Major (12 units)

Six units from:
Asian Studies 458: Asian Traditions
Asian Studies 459: Contemporary Asian Cultures
Asian Studies 499: Special Study
Asian Studies 560: History of Japanese Business and Trade
Asian Studies 596: Selected Studies in Asian Cultures
Comparative Literature 430: Asian Literature
History 561A/B: Asia and the West
History 562: Civilization of India: The Great Traditions
History 563: Modern India and Its Neighbors
History 564A/B: Southeast Asia
History 566: Chinese Civilization: The Great Traditions
History 567: China's Century of Modernization
History 568: Communist Party and the Chinese Revolution

History 569: Japanese Civilization
History 570: Modern Japan
Philosophy 351: Chinese Philosophy
Philosophy 575: A Major Philosopher (when relevant)
Philosophy 596: Selected Topics (when relevant)
Religious Studies 401*: Religions of India
Religious Studies 403*: Religions of the Far East
Religious Studies 506*: Spiritual Traditions of India
Religious Studies 508*: Spiritual Traditions of East Asia
and six units from
Anthropology 450*: Cultures of India
Anthropology 452*: Japanese Society
Anthropology 496: Experimental Topics (when relevant)
Anthropology 582: Regional Anthropology (when relevant)
Economics 330*: Comparative Economic Systems
Economics 360*: International Economic Problems
Economics 365*: Economics of Underdeveloped Areas
Economics 465*: Economic Problems of South and East Asia
Geography 331: Monsoon Asia
Geography 540: Advanced Regional Geography (when relevant)
Political Science 362: Governments and Politics of East Asia
Political Science 499: Special Study (when relevant)
*Additional prerequisites are required for these courses.

B. European Studies

Preparation for the Major (15 units)

History 105: Western Civilization, 3 units
History 106: Western Civilization, 3 units
Classics 140: The Heritage of Greece and Rome, 3 units
and six units from:
Anthropology 102: Introduction to Cultural Anthropology, 3 units
Art 258: Appreciation and History of Art, 3 units
Art 259: Appreciation and History of Art, 3 units
Comparative Literature 210: Introduction to Comparative Literature, 3 units or English 220: Introduction to Literature, 3 units
Geography 102: Introduction to Cultural Geography, 3 units
Music 151: Introduction to Music, 3 units
Philosophy 101: Introduction to Philosophy: Values, 3 units
Philosophy 102: Introduction to Philosophy: Knowledge and Reality, 3 units
Political Science 103: Introduction to Comparative Government, 3 units

Major (12 units)

A minimum of six units from:
Humanities 401A/B: The Cultural Heritage of Europe
Humanities 402A/B: The Cultural Heritage of Europe
and no more than six units from:
Anthropology 440*: Cultures of Europe

Anthropology 582*: Regional Anthropology (when relevant)
Comparative Literature 511: Continental Renaissance
Comparative literature 512: Seventeenth and Eighteenth Century European Literature
Comparative Literature 513: Nineteenth Century European Literature
Comparative Literature 514: Modern European Literature
Economics 330*: Comparative Economic Systems
Economics 360*: International Economic Problems
Economics 483*: Comparative Labor Problems
Geography 336: Europe
History 305A/B*: The Sources of Civilization in the West
History 407A/B: Modern Europe
Humanities 310: French Civilization
Humanities 311: French Civilization
Humanities 320: German Civilization
Humanities 330: Russian Civilization
Humanities 331: Russian Civilization
Humanities 340: Italian Civilization
Humanities 350: Spanish Civilization
Humanities 400: Civilization Through Travel/Study (when relevant)
Political Science 356: Governments of Continental Europe
Religious Studies 312*: Russian Orthodox Spirituality
*Additional prerequisites are required for these courses.

C. Latin American Studies

Preparation for the Major (12 units)

12 units from:
Anthropology 102: Intro. to Cultural Anthropology, 3 units
Geography 101: Introduction to Physical Geography, 3 units
History 115A: Comparative History of the Americas, 3 units
History 115B: Comparative History of the Americas, 3 units
Latin American Studies 101: Latin American Heritage, 3 units
Political Science 101: Introduction to Politics and the American Political System, 3 units
Political Science 103: Introduction to Comparative Government, 3 units

Major (12 units)

12 units (with no more than six units from one department) from:
Anthropology 442*: Cultures of South America
Anthropology 443*: Contemporary Latin American Cultures
Anthropology 470*: Prehistory of South America
Anthropology 476*: Ancient Civilizations of Mexico and Central America
Anthropology 496*: Experimental Topics
Anthropology 499*: Special Study
Anthropology 582*: Regional Anthropology (when relevant)
Art 496*: Experimental Topics

Art 499*: Special Study
Art 561: Art of Pre-Hispanic America
Art 562: Art of Latin America
Comparative Literature 445: Modern Latin American Literature
Economics 360*: International Economic Problems
Economics 365*: Economics of Underdeveloped Areas
Economics 464: Economic Problems of Latin America
Economics 496*: Experimental Topics
Economics 499*: Special Study
Economics 562: International Economic Expansion and Dependence
Economics 565: U.S.-Mexico Economic Relations
Finance 329*: International Business Finance
Geography 323: Middle America
Geography 324: South America
Geography 496*: Selected Studies in Geography
Geography 499*: Special Study
History 115A/B: Comparative History of the Americas
History 496*: Issues in History
History 499*: Special Study
History 538A: The American Southwest
History 551A/B: Mexico
History 552: Brazil
History 553: Caribbean Island Nations
History 554: The Andean Republics of South America
History 555: Modernization and Urbanization in Latin America
History 556: Guerrilla Movements in Latin America
History 557: History of Latin American Popular Culture and Social Thought
History 558: Latin America in World Affairs
History 596*: Selected Studies in History
Latin American Studies 101: Latin American Heritage
Latin American Studies 498: Seminar on Latin America
Latin American Studies 499: Special Study
Latin American Studies 560: Latin America After World War II
Latin American Studies 580: Special Topics
Marketing 376*: International Marketing
Mexican American Studies 306: Mexican Immigration
Mexican American Studies 310: Mexican and Chicano Music
Mexican American Studies 350A: Chicano History
Mexican American Studies 355: The United States-Mexico International Border
Mexican American Studies 375: U.S./Mexico Border History
Mexican American Studies 376: Mexican American Culture and Thought
Mexican American Studies 450: Border Health Conditions and Cultural Practices
Mexican American Studies 496*: Selected Topics in Mexican American Studies
Music 596*: Special Topics in Music
Political Science 382: International Relations of the Latin American States
Political Science 496*: Experimental Topics
Political Science 499*: Special Study
Political Science 566: Political Change in Latin America

Political Science 567: Political Systems of Latin America
Political Science 568: The Mexican Political System
Portuguese 535: Brazilian Literature
Public Administration 580*: Comparative Public Administration
Sociology 496*: Experimental Topics
Sociology 519*: Topics in Comparative Societies
Spanish 306A/B: Survey of Spanish American Literature
Spanish 441: Spanish American Civilization
Spanish 442: Mexican Civilization
Spanish 515A/B: Mexican Literature
Spanish 520: Caribbean Area Countries Literature
Spanish 522: Andean Countries Literature
Spanish 524: Contemporary Argentine Literature
Spanish 570: Spanish American Poetry
Spanish 571: Spanish American Short Story
Spanish 572: Spanish American Theatre
Spanish 596*: Selected Studies in Spanish
Women's Studies 310*: Women in Cross-Cultural Perspective
Women's Studies 496*: Experimental Topics
*Courses to be included with approval of the undergraduate advisor in Latin American Studies.

II. BUSINESS

Preparation for the Major (15 units)

Accounting 201: Accounting Fundamentals I, 3 units
Accounting 202: Accounting Fundamentals II, 3 units
Economics 101: Principles of Economics, 3 units
Economics 102: Principles of Economics, 3 units
Economics 201: Statistical Methods, 3 units, or
Mathematics 119: Elementary Statistics for Business, 3 units

Major (18 units)

Finance 323: Fundamentals of Finance, 3 units
Finance 329: International Business Finance, 3 units
Management 350: Management and Organization, 3 units
Management 466: International Business Strategy and Multinational Enterprises, 3 units
Marketing 370: Marketing, 3 units
Marketing 376: International Marketing, 3 units

The Foreign Language Graduation Requirement plus all Preparation for the Major in the Business portion of this major must be completed before enrolling in any upper division courses in Business Administration.

III. FOREIGN LANGUAGE

A. Chinese

Preparation for the Major (12 units)

Chinese 101: Elementary, 4 units
Chinese 102: Elementary, 4 units
Chinese 296: Experimental Topics, 4 units

Major (9 units)

Chinese 303: Readings in Contemporary Chinese, 4 units
Chinese 304: Readings in Chinese, 4 units
Chinese 496: Topics in Chinese Studies, 1 unit

B. French

Preparation for the Major (22 units)

French 100A: Elementary, 5 units
French 100B: Elementary, 5 units
French 200A: French Grammar, 3 units
French 200C: Writing French, 3 units
French 200D: The Grammar of Spoken French, 3 units
French 200E: Readings in Commercial French, 3 units

Major (9 units)

French 301: Advanced Grammar and Composition, 3 units
French 302: Advanced Grammar and Composition, 3 units
French 423: Commercial French: Theory and Correspondence, 3 units

C. German

Preparation for the Major (20 units)

German 100A: First Course in German, 5 units
German 100B: Second Course in German, 5 units
German 200A: Grammar of Written German, 3 units
German 200B: Expository German for Reading Comprehension, 3 units
German 211: Conversation, 2 units
German 212: Conversation, 2 units

Major (9 units)

German 301: Grammar and Composition, 3 units
German 302: Grammar and Composition, 3 units
and
German 403: Advanced Oral and Written German, 3 units
or
German 420: German Civilization

D. Italian

Preparation for the Major (16 units)

Italian 100A: Elementary, 5 units
Italian 100B: Elementary, 5 units
Italian 200A: Intermediate Grammar and Composition, 3 units
Italian 200B: Reading and Speaking Italian, 3 units

Major (9 units)

Italian 301: Advanced Oral and Written Composition, 3 units
Italian 305A/B: Italian Literature, 3/3 units

E. Japanese

Preparation for the Major (16 units)

Japanese 101: Elementary Japanese I, 4 units
Japanese 102: Elementary Japanese II, 4 units
Japanese 201: Intermediate Japanese I, 4 units
Japanese 202: Intermediate Japanese II, 4 units

Major (9 units)

Japanese 301: Third Year Japanese I, 3 units
Japanese 302: Third Year Japanese II, 3 units
Japanese 496: Topics in Japanese Studies, 3 units

F. Portuguese

Preparation for the Major (14 units)

Portuguese 101: Elementary/Intensive, 5 units
Portuguese 211: Conversation and Grammar Review, 3 units
Portuguese 212: Conversation and Grammar Review, 3 units
Portuguese 296: Experimental Topics, 3 units

Major

Portuguese 301: Advanced Oral and Written Composition, 3 units
Portuguese 302: Advanced Oral and Written Composition, 3 units
Portuguese 535: Brazilian Literature, 3 units

G. Russian

Preparation for the Major (21 units)

Russian 101: First Course in Russian, 4-1/2 units
Russian 102: Second Course in Russian, 4-1/2 units
Russian 201: Third Course in Russian, 4 units
Russian 202: Fourth Course in Russian, 4 units
Russian 211: Conversation, 2 units
Russian 212: Conversation, 2 units

Major (9 units)

Russian 301: Advanced Grammar and Composition, 3 units
Russian 302: Advanced Grammar and Composition, 3 units
and 3 units from
Russian 501: Translation, 3 units
Russian 580: Russian Syntax and Stylistics
Russian 581: Russian Phonetics and Morphology

H. Spanish*

Preparation for the Major (19 units)

Spanish 100A: First Spanish Course, 4 units
Spanish 100B: Second Spanish Course, 4 units
Spanish 100C: Third Spanish Course, 4 units
Spanish 200: Spanish Grammar, Reading and Writing, 4 units
Spanish 203: Spanish Conversation and Composition, 3 units

*Assumes approval of the Spanish Department's proposed revision of its curriculum, which proposal is presently before the appropriate campus committees.

Major (9 units)

Spanish 301A: Advanced Reading and Writing, 3 units
Spanish 301B: Advanced Oral and Written Composition, 3 units
and
Spanish 302: Advanced Oral and Written Composition, 3 units
or
Spanish 304: Introduction to Spanish-English/English-Spanish Translation, 3 units

No new courses are needed to initiate the program and no new courses are needed after the first two years of implementation.

f. List of elective courses, by catalog number, title, and units of credit, that can be used to satisfy requirements for the major. Identify those new courses that are

(1) needed to initiate the program, and
(2) needed during the first two years after implementation. Include proposed catalog description of all new courses.

There are no electives in the business component of this major. The nine-unit upper division foreign language and the 12-unit upper division area studies components do contain elective courses. These courses are selected by the student in consultation with and with the approval of the Chair of the International Commerce Program. All elective courses will be selected from existing courses. Therefore, no new elective courses are needed to initiate the degree program, and no elective courses will be needed for the first two years after implementation, aside from those already listed in 1e.

g. If any formal options, concentrations, or emphases are planned under the proposed major, explain fully.

No formal options, concentrations, or emphases are planned under the proposed International Commerce Degree. Students are free to choose the language and area study that best suit their professional goals.

h. Course prerequisites and other criteria for admission of students to the proposed degree major program and for their continuation in it.

The Foreign Language Graduation Requirement plus all Preparation for the Major in the Business portion of this major must be completed before enrolling in any upper division courses in the College of Business Administration.

i. Explanation of special characteristics of the proposed degree major program, e.g., in terminology, units of credit required, types of course work, etc.

The International Commerce program is singular in that it has already been designated as a testing site for the "Certificat Pratique de Francais Commercial et Economique" granted by the Chambre de Commerce et d'Industrie de Paris and recognized by the French National Ministry of Education. In spring 1986, eight SDSU students passed that examination and were awarded that certificate.

Plans are underway for similar authorization in German from the German-American Chamber of Commerce, the Carl Duisberg Society, and the Goethe Institute; and in Spanish for the "Certificado de Espagnol Comercial Basico," from the Chamber of Commerce and the Official School of Languages in Madrid.

j. For undergraduate programs: Provisions for articulation of the proposed major with community college programs.

University-sanctioned articulation agreements already exist with community colleges for all three sets of Preparation for the Major courses required for this major.

k. Provisions for meeting accreditation requirements, where applicable, and anticipated date of accreditation request.

This program does not require accreditation. Although the College of Business Administration is a participant, the number of units required in business are not sufficient for AACSB accreditation, nor is the degree conceived as a B.S. in business; rather as a B.A. in liberal arts and sciences.

2. NEED FOR THE PROPOSED DEGREE MAJOR PROGRAM

a. List of other California State University campuses currently offering or projecting the proposed degree major program; list of neighboring institutions, public and private, currently offering the proposed degree major program.

CSU Fullerton offers a Bachelor of Arts in International Business. Although many neighboring institutions offer degree programs that are called international business, none is truly such since none includes significant course work in all three fields: area studies, business, foreign language.

b. Differences between the proposed program and programs listed in item a. above.

While the language component is roughly the same, CSU Fullerton requires approximately seven fewer courses in area studies and five more courses in business than does SDSU.

	Area Studies		Business		Language	
	SDSU	CSUF	SDSU	CSUF	SDSU	CSUF
Lower Div.	12-15	0	15	20-21	16-22	13
Upper Div.	12	3	18	28	9	15
TOTAL	24-27	3	33	48-49	25-31	28

Grand total:

SDSU 82-91
CSUF 80-81

c. List of other curricula currently offered by the campus that are closely related to the proposed program. Enrollment figures during the past three years in specified courses or programs closely related to the proposed degree major program. If a formal minor, option, or concentration is offered in the proposed subject area, indicate the number of students enrolled.

The proposed program is being offered currently as Liberal Studies Option I: Liberal Studies in Three Departments with the A.B. Degree in Liberal Arts and Sciences. The first major declared in April 1986. There are currently (10/87) 67 declared majors. Before declaring this major, students must complete the first three courses in foreign language (or equivalent), Accounting 201 and 202, Economics 101 and 102, and Math 119, for a total of from 15 to 28 units. The following is the current breakdown of declared majors according to language and area:

1144

French/European Studies	27
Spanish/European Studies	10
Spanish/Latin American Studies	15
German/European Studies	5
Japanese/Asian Studies	4
Chinese/Asian Studies	2
Portuguese/European Studies	1
Portuguese/Latin American Studies	1
Italian/European Studies	1
Econ/Asian Studies (special permission to sub. Econ for Japanese)	1
	67

d. Results of a formal survey in the geographical area to be served indicating demand for individuals who have earned the proposed degree and evidence of serious student interest in majoring in the proposed program. Justify any discrepancies between national/statewide/professional manpower surveys and local findings.

There are over 300 majors in the International Business program at CSU Fullerton at the end of the fourth year of implementation. Fifty-four SDSU students have already declared this major under the Liberal Studies rubric. As a free-standing major, the number should triple. The only other undergraduate program in the entire nation is at Eastern Michigan University. Comparable programs at Monterey Institute for International Studies, the American Graduate School of International Management (Thunderbird), University of South Carolina, and the Lauder Institute (Wharton School, University of Pennsylvania) are all graduate programs.

e. For graduate programs, the number of declared undergraduate majors and the degree production over the preceding three years for the corresponding degree major program.

Not applicable.

f. Professional uses of the proposed degree major program.

In 1984, the French and Spanish programs discovered that the single largest group of students taking courses in those programs were from the College of Business Administration. Those students are not subject to the foreign language graduation requirement. This fact, coupled with the fact that foreign language minors are the most popular minors in the college (668 students graduate with a foreign language minor between 1980-81 and 1985-86, an average of 135 per year) and that business minors are popular among foreign language majors suggested that a more formalized program in business, foreign language, and area studies was needed. Eastern Michigan University (EMU) and CSU Fullerton (CSUF) were consulted.

EMU's program was created in 1979. There are now over 450 majors. Based on the results of an EMU alumni survey in fall 1983, more than 95% of graduates

were employed in the business world; approximately 65% obtained immediate, entry-level positions in international operations. Employment areas include:

International and Domestic Marketing
Sales
Advertising
Management
Accounting
International Tax Accounting
International Banking
Import/Export
Customs and Port Authority
Industrial Technology
Global Communications
Information Systems
Translating/Interpreting
Executive Secretary
Foreign Service
Immigration and Naturalization Service
Department of Commerce
Military Service
Airlines
Foreign Correspondence
Journalism

g. The expected number of majors in the year of initiation and three years and five years thereafter. The expected number of graduates in the year of initiation and three years and five years thereafter.

		Majors	Degrees
Current	(1986-87)	53	0
Year I	(1989-90)	150	38
Year III	(1991-92)	300	75
Year V	(1993-94)	300	75

3. EXISTING SUPPORT RESOURCES FOR THE PROPOSED DEGREE MAJOR PROGRAM

a. Faculty members, with rank, appointment status, highest degree earned, date and field of highest degree, and professional experience (including publications if the proposal is for a graduate degree), who would teach in the proposed program.

In the interest of saving space and time, we are limiting our list of participating faculty to one per department or program (c.v. attached).

Business Administration	Michael Hergert (Ph.D., Harvard), Associate Professor of Management
Finance	M. Salehizadeh (Ph.D., Wisconsin), Professor of Finance
Management	M. Hergert (Ph.D., Harvard), Associate Professor of Management
Marketing	M. Saghafi
Arts and Letters	A. G. Branan (Ph.D., Tulane), Professor of French, Associate Dean, CAL
Area Studies	
Asian Studies	D. Whitney (Ph.D., Michigan State University), Program Chair and Professor of Anthropology
European Studies	L. Rosenstein (Ph.D., Columbia), Program Chair and Professor of Philosophy
Latin American St.	T. Davies (Ph.D., New Mexico), Program Chair and Professor of History
Language	
Chinese	C. Woo (Ed.D., University of San Francisco), Professor of Chinese
French	J. Schorr (Ph.D., Texas), Associate Professor of French
German	E. Skwara (Ph.D., SUNY-Albany), Assistant Professor of German
Italian	G. Vergani (Dottorato in Lettere, Pavia), Professor of Italian
Japanese	Y. Higurashi (Ph.D., Texas), Associate Professor of Japanese
Portuguese	M. Silverman (Ph.D., Illinois), Professor of Spanish and Portuguese
Russian	L. Koslik (Ph.D., University of Texas), Professor of Russian
Spanish	E. Barrera (Ph.D., USC), Department of Chair and Professor of Spanish

b. Space and facilities that would be used in support of the proposed program. Show how this space is currently used and what alternate arrangements, if any, will be made for the current occupants.

No new classroom, office, or language laboratory space is anticipated.

c. Library resources to support the program, specified by subject areas, volume count, periodical holding, etc.

The Love Library collection comprises 843,000 volumes including books and bound periodicals, and 426,000 government documents. Additional resources include 2.1 million microfiche and microopaque cards, 50,300 reels of microfilm, 805 college catalogs, 137,000 maps, 4,950 phonograph records, 50,000 curriculum items and 1,500 linear feet of archival papers. The library receives 9,200 periodical and serial titles, excluding government documents. It is a depository for United States and California government publications. It receives all United Nations and Organization of American States publications, as well as many publications of other national and international bodies.

Significant research collections in business, humanities, and social sciences include: Asian studies; business; public administration; Latin America; Mexican history; Chicano resource materials; the literatures of Spanish America, Europe, Asia, and Africa.

d. Equipment and other specialized materials currently available.

A modern 104-station audio Foreign Language Laboratory is currently available. A 140-station interactive, integrated (audio/video) language learning and research center is planned for 1991.

4. ADDITIONAL SUPPORT RESOURCES REQUIRED

a. Complete Table 1. Enrollment and faculty positions should be shown for all discipline categories that will increase because of the new program and for all discipline categories that will decrease because of the new program. If faculty positions are to be transferred into the new program from other areas, the reductions in faculty positions should be shown in the appropriate discipline category.

Chart attached.

b. Any special characteristics of the additional faculty or staff support positions needed to implement the proposed program.

None.

c. The amount of additional lecture and/or laboratory space required to initiate and sustain the program over the next five years. Indicate any additional special facilities that will be required. If the space is under construction, what is the projected occupancy date? If the space is planned, indicate campus-wide priority of the facility, capital outlay program priority, and projected date of occupancy.

No new space needed. See 3b above.

d. Additional library resources needed. Indicate the commitment of the campus to purchase or borrow through interlibrary loan these additional resources.

None.

e. Additional equipment or specialized materials that will be (1) needed to implement the program, and (2) needed during the first two years after initiation. Indicate source of funds and priority to secure these resource needs.

(1) None.
(2) None.

5. ABSTRACT OF THE PROPOSAL AND PROPOSED CATALOG DESCRIPTION

a. Abstract of the proposal.

SDSU proposes an International Commerce Major with the A.B. Degree in Liberal Arts and Sciences. As the name accurately implies, this program is envisioned as being in the arts and not in the sciences, and as being liberal as opposed to applied.

Students will complete approximately equal amounts of coursework in three fields: area studies, business, and foreign language. The choice of the area (Asia, Europe, Latin America) and the language (Chinese, French, German, Italian, Japanese, Portuguese, Russian, Spanish) will be dictated by the students' career choices. The business courses will be common to all languages and areas. Students will complete roughly the equivalent of the current Preparation for the Major for three different majors as well as upper division coursework that is of greater breadth and depth than most minor programs in the three distinct fields.

	Area Studies	Business	For. Lang.	Total
Preparation for the Major	12-15	15	15-22	42-52
Major	12	18	9	39
Total	24-27	33	24-31	81-91

Students completing the program in French, German, or Spanish may also be eligible for a certificate authorized by the governments of those countries.

This program distinguishes itself from the only other two programs of this kind in the U.S. (B.A. in International Business at CSU Fullerton and the B.A. in Language and International Trade at Eastern Michigan University) by its enhanced area studies component.

One year after its inception as a student-generated, Liberal Studies Option I major, over 50 students have completed the prerequisites (eight courses, 27 units) and declared the major. Based upon the experience at CSU Fullerton and at Eastern Michigan University (300 and 450 majors respectively), it is anticipated that there will be 300 declared majors at SDSU three years after its inception.

b. Proposed catalog description.

International Commerce
In the College of Arts and Letters

Faculty

International Commerce is administered by the International Commerce Program Committee. The program draws upon courses offered by faculty in the following departments and programs: Asian Studies, Chinese, European Studies, Finance, French, German, Italian, Japanese, Latin American Studies, Management, Marketing, Portuguese, Russian, Spanish.

Chair and undergraduate advisor: A. G. Branan.

Offered by International Commerce

Major in International Commerce with an A.B. degree in liberal arts and sciences.

Advising

All International Commerce majors are required to consult with the Chair of International Commerce Program prior to declaring this major.

International Commerce Major with A.B. Degree in Liberal Arts and Sciences (Major Code)

All candidates for a degree in liberal arts and sciences must complete the graduation requirements listed in the section of this catalog on "Graduation Requirements."

Preparation for the Major (Complete I, II, and III: 39-52 units).

I. AREA STUDIES (choose one area)

A. Asian Studies

History 100 and 101; and six units from History 120, 121; Asian Studies 105, 106, 107; Anthropology 102; Geography 102; and three units from Economics 100; Political Science 103. (15 units)

B. European Studies

History 105, 106; Classics 140; and six units from Art 258, 259; Comparative Literature 210 or English 220; Geography 102; Music 151; Philosophy 101, 102; Political Science 103. (15 units)

C. Latin American Studies

Twelve units from Anthropology 101; Geography 101; History 115A, 115B; Latin American Studies 101; Political Science 101, 103. (12 units)

II. BUSINESS

Accounting 201, 202; Economics 101, 102; and Mathematics 119. (15 units)

III. FOREIGN LANGUAGE (choose one language)

A. Chinese

Chinese 101, 202, 296 (12 units)

Continued

B. French

French 100A, 100B, 200A, 200C, 200D, 200E. (22 units)

C. German

German 100A, 100B, 200A, 200B, 211, 212. (20 units)

D. Italian

Italian 100A, 100B, 200A, 200B. (16 units)

E. Japanese

Japanese 101, 102, 201, 202. (16 units)

F. Portuguese

Portuguese 101, 211, 212, 296. (14 units)

G. Russian

Russian 101, 102, 201, 202, 211, 212. (21 units)

H. Spanish

Spanish 100A, 100B, 100C, 200, 203. (19 units)

Foreign Language Requirement

The foreign language requirement is automatically fulfilled through course work for preparation for the major.

Upper Division Writing Requirement

Passing the University Writing Exam or completion of one of the approved writing courses with a grade of C (2.0) or better.

Major (complete I, II, and III below: 39 units)

I. AREA STUDIES (choose one area)

A. Asian Studies. A minimum of 12 units. Humanities: No fewer than six units from Asian Studies 458, 459, 499, 560, 596; Comparative Literature 430; History 561A-561B, 562, 563, 564A-564B, 566, 567, 568, 569, 570; Philosophy 351, 575 (when relevant), 596 (when relevant); Religious Studies 401*, 403*, 506*, 508*. Social Sciences: no fewer than six units from Anthropology 450*, 452*, 496 (when relevant), 582 (when relevant); Economics 330*, 360*, 365*, 465*; Geography 331, 540 (when relevant); Political Science 362, 499 (when relevant).

B. European Studies. A minimum of 12 units from Humanities 401A, 401B, 402A, 402B; Anthropology 440*, 582*; Comparative Literature 511, 512, 513, 514; Economics 330*, 360*, 483*; Geography 336; History 305A*, 305B*, 407A, 407B; Humanities 310, 311, 320, 330, 331, 340, 350, 400 (when relevant); Political Science 356; or Religious Studies 312*.

C. Latin American Studies. A minimum of 12 units (with no more than six units from one department) from Anthropology 442, 443, 470, 476, 496*, 499*; Art 496*, 499*, 561, 562; Comparative Literature 445; Economics 360*, 365*, 464, 496*, 499*, 562, 565; Finance 329*; Geography 323, 324, 496*, 499*; History 115A-115B, 496*, 499*, 538A, 551A-551B, 552, 553, 554, 555, 556, 557, 558, 596*; Latin American Studies 101, 498, 499, 560, 580; Marketing 376*; Mexican American Studies 306, 310, 350A, 355, 375, 376, 450, 496*; Music 596*; Political Science 382, 496*, 499*, 566, 567, 568; Portuguese 535; Public Administration 580*; Sociology 496*, 519*; Spanish 306A-306B, 441, 442, 515A-515B, 520, 522, 524, 570, 571, 572, 596*; Women's Studies 310 (when relevant), 496*.

II. BUSINESS

A minimum of 18 units to include Finance 323, 329; Management 350, 466; Marketing 370, 376.

The Foreign Language Graduation Requirement plus all Preparation for the Major in the Business portion of this major must be comleted before enrolling in any upper division courses in Business Administration.

III. FOREIGN LANGUAGE (choose one language)

A. Chinese

A minimum of nine units to include Chinese 303, 304, 496.

B. French

A minimum of nine units to include French 301, 302, 423.

C. German

A minimum of nine units to include German 301, 302 and 403 or 420.

D. Italian

A minimum of nine units to include Italian 301, 305A, 305B.

E. Japanese

A minimum of nine units to include Japanese 301, 302, 496.

F. Portuguese

A minimum of nine units to include Portuguese 301, 302, 535.

G. Russian

A minimum of nine units to include Russian 301, 302, and 430 or 501.

H. Spanish

A minimum of nine units to include Spanish 301A, 301B, and 302 or 304.

6. COSTS, RESOURCES, IMPACT, RELATION TO CAMPUS'S MISSION AND MASTER PLAN, USE OF CAMPUS RESOURCES

a. Careful assessment of the direct costs of implementing and sustaining the program, including evidence that the campus has identified and is prepared to (re)allocate sufficient resources to the new program to ensure a reasonable chance for its success on a quality basis.

The Dean of the College of Arts and Letters has pledged .20 in assigned time each semester for the Chair, has earmarked $250 in Supplies and Services funds, and will assign space in the Asian and European Studies Center (AH-3172) to the program. Furthermore, International Commerce will be assigned .17 (approximately seven hours per week) clerical support equal to that now assigned to Asian and European Studies, and will be given a work study allotment. A faculty computer workstation will be assigned to the Chair. The College of Arts and Letters will seek to have this program housed in the University's Gateway Complex once that complex is completed.

b. Identification, if possible, of the source of resources to be reallocated, and assessment of the impact on the area(s) losing resources.

These resources will come out of the College's $14,000,000 instructional and $500,000 operating budgets.

c. Relation of the new program to the campus's mission and to its academic master plan, including consideration of whether implementation might preclude the establishment of other planned programs.

SDSU's mission and goals statement includes the following: "To have students understand themselves and their world; . . . understand the ways in which people of this and other societies . . . interact; . . . the University endeavors to identify and be responsive to the needs of the regional, national and international communities that it serves; . . . to prepare students for a proficient and successful practice of a profession."

The International Commerce major is closely aligned with these missions and goals. American businesses are making a dramatic transition from competing in a domestic and closed economy to competing internationally in an increasingly globalized marketplace. This adaptation has been slow, however. Many of the problems encountered in effecting this transition have been attributed to traditional American management style. U.S. managers are often characterized as ethnocentric and uncompromising when dealing with foreigners.

One of the reasons for American managerial inflexibility is the approach to "international" business education used at most U.S. universities. International business is taught as an independent discipline. Little attempt is made to integrate international business programs into a broader economic and societal context. For those students who wish to take courses in area studies, business, and foreign language, SDSU's International Commerce major provides an integrated degree program for that purpose. Students completing this major will better understand today's interdependent world and the ways people of different cultures interact socially and economically. By offering this degree program, SDSU will have increased its responsiveness to the needs of the international community as well as increased the preparedness of its

students for the proficient and successful practice of a profession.

d. Consideration of whether the new program represents the best possible use of campus resources. This includes such concerns as the need on an immediate and continuing basis for program graduates (relative to other program possibilities) and scarcity of program alternatives for students in a region, either through lack of programs or program impaction.

The implementation of this program will not preclude the establishment of other planned programs and it represents the best possible use of campus resources since it tends to maximize current curricular offerings. There are only two comparable programs in the U.S. (CSU Fullerton - 300 majors; Eastern Michigan University - 450 majors). SDSU's program distinguishes itself from the others by the greater breadth and depth of its area studies component and the resultant better overall balance among all three fields: area studies, business, language. SDSU's program may also have the effect of redistributing student demand from a highly impacted program, business, to programs with more moderate demand: area studies, languages.

AGB:RYF:dw
2/15/88

APPENDIX 3

Prospectus
6/25/87

Intensive/Immersion Language Project (Japanese and Spanish)
for the International Commerce Major

PART I: SDSU's International Commerce Program

I. Introduction

American businesses are making a dramatic transition from competing in a domestic and closed economy to competing against international rivals in an increasingly globalized marketplace. This change in the nature of commerce has great implications for the way in which students should be trained at our universities. The manager of the future must have skills beyond the traditional business curriculum. S/he must understand the culture and language of competitors and customers in order to defend home markets against powerful rivals and to succeed in selling abroad.

Few programs currently exist to address this need for international management training. The disciplines of area studies, business, and language have traditionally been quite distinct on American campuses. In spring 1986, San Diego State University introduced a program in International Commerce to address this need. The program, in which there are currently 57 majors and over 100 students in a pre-major mode, trains students in culture, language, and business in a comprehensive and integrative curriculum in order to prepare a new breed of manager for the future (Attachment 1). SDSU proposes to add a sophisticated intensive/immersion component to the international commerce program in languages (Japanese and Spanish) critical in the Pacific region.

II. SDSU and Internationalization

SDSU's distinguishes itself by the breadth and depth of its current international activities.

A. Curriculum and Instruction

Because of the historical development of this university, some of the most prominent aspects of international activity at SDSU can be found in the classroom. For example:

* 32 academic departments offer more than 480 courses that are fundamentally international in perspective. Total enrollment in international content courses exceeds 8,000 students, or 2,800 full-time equivalent students per semester, with more than 125 full-time equivalent faculty positions dedicated to teaching and administering these courses.

* 7 area study programs offer instruction focusing on the major regions of the world and on specific countries, including Japan and the countries of Latin America.

* 180 courses are available for the instruction of 11 foreign languages. As a result of SDSU's foreign language graduation requirement, the only one in the 19-campus California State University system, currently almost 7,000 students study foreign language at SDSU.

B. Research and Outreach

Ongoing research and outreach is conducted through more than a dozen campus-based area study institutes, research centers, and contracted international projects. A listing of some activities affecting Japan and/or Latin America provides a vivid idea of the extent and diversity of the SDSU faculty's involvement in international education:

American Language Institute
Asian Studies Center
Center for Marine Studies
Center for the Study of International Education
Center for World Music
Community Health Demonstration Project
Community Nursing Demonstration Project
Educational Administration Program in Mexico
Fiction International
Hispanic Research Project
Institute for Regional Studies of the Californias
Institute on World Affairs
International Population Center
International Studies Project of San Diego
Japan Studies Institute
Latin American Studies Center
Project HOPE
Public Health Border Demonstration Project
Social Work International Intern Training Program
Small Business International Marketing Program
Teacher Education Program in Mexico
USAID contracts

C. Exchange Programs

While instruction and research is the mainstay of developing the international character of SDSU, the exchange of people is also of great importance.

1. During the past ten years, over 500 SDSU faculty members have taught or conducted research in other countries.

2. San Diego State hosts approximately 50 visiting professors and research scholars each year in a wide variety of disciplines.

3. Last year over 200 SDSU students studied abroad.

4. During the past five years, more than 2000 students from 91 countries have enrolled at SDSU.

III. Rationale

The statistics on the changing nature of American business are compelling. It is currently estimated that 80% of all American firms are facing competition from imports. The other 20% are mainly in defense industries, where imports are severely restricted.

There is also evidence that America is losing the battle abroad against aggressive international rivals. In several key industries, such as machine tools, shipbuilding, and consumer electronics, the U.S. share of world sales has dropped precipitously. In our home markets, the situation is just as grave. American firms in steel, textiles, automobiles, and many other key industrial markets have steadily lost ground to imports.

The globalization of many world markets has forced American firms to increase their operations abroad and to confront foreign competitors more directly at home. For example, a recent report on international education by the American Institute for Foreign Study stated that "The economic well-being of the United States is inextricably liked to the world economy.

- Our 13 largest banks derive half of their total earnings from overseas investments.
- One-third of all U.S. corporations are foreign based or foreign owned.
- Some 29% of our total national production is for export."

The adaptation of American corporations to international competition has been slow. As a result, the United states is running the largest international trade deficit of all time. Not only are we importing far more than we export, but we are financing a large part of the deficit through foreign borrowings. Approximately $250 billion, or 3% of the U.S. gross national product, is currently borrowed from foreign investors. This makes the United States the world's largest debtor, far greater than any third world nation.

A great deal of the deterioration in U.S. global business performance has been blamed on traditional American management style. The United States has historically been considered the world leader in management education. Business schools were first started in the U.S., and many of the modern management techniques used around the world were developed in America. However, a sentiment has emerged to suggest that current American business practice is not appropriate for competing in the world economy. American managers are often characterized as ethnocentric and uncompromising in dealing with foreigners. In an era where American products were clearly superior, U.S. companies could afford to deal with foreign firms in this

manner. Business was conducted the American way, or not at all. English became the de facto language of international business, and the American system of contracts, negotiation, and commerce was adopted around the world.

The perception of American business skills has changed dramatically. The "Japanese economic miracle" of the last twenty years has been attributed by many observers to their superior management skills and strategies. American firms are now trying to learn from Japan in order to become more competitive. The Japanese have proven themselves astute at tailoring their strategies to the needs of target markets. American managers have shown a distressing reluctance to adapt their policies to the requirements of a host country.

One of the reasons for American managerial inflexibility is the approach to "international" business education used at most U.S. universities. International business is taught as an independent discipline. Little attempt is made to integrate business programs into a broader economic and societal context. Relatively few business majors develop language skills; even fewer learn about cultures and norms abroad and how they affect business. The lack of language skills on the part of American businesspersons is particularly acute. According to Richard Lambert of the University of Pennsylvania, and Director of the new National Foreign Language Center at the Johns Hopkins School of Advanced International Studies; "There is nothing more damaging to the American capacity to cope in a global society than the abysmally low level of foreign language competency of most Americans." For the select group of students who pursue studies in business, area studies, and languages, there are very few opportunities to truly integrate the disciplines.

There is a growing awareness of the need to build academic programs to achieve this goal. The American Assembly of Collegiate Schools of Business (the accreditation body for business schools) has mandated that the international dimension of business should be expanded in the curriculum of American universities, and that "every student should be exposed to the international dimension through one or more elements of the curriculum" as a requirement for maintaining accreditation. Professional organizations also recognize this need. The Academy of Management has made "internationalizing the management curriculum" the theme for the 1987 annual convention.

Although these developments are positive, they fall well short of offering a comprehensive approach to international management education. There are only a handful of programs in the United States that explicitly train students in language, area studies, and business in order to develop international management skills. Most of these programs are at the graduate level: American Graduate School of International Management, Lauder Institute of Management and International Studies at the Wharton School, Monterey Institute of International Studies, and the University of South Carolina. The undergraduate programs (California State University at Fullerton and Eastern Michigan University) do not deliver language instruction in the intensive mode, nor do they offer courses taught in the target language outside the language departments (business, area studies). SDSU is proposing both: highly intensive language instruction including a language residence

PART II: SDSU's Intensive/Immersion Japanese/Spanish Language Project

I. Purpose

The intensive/immersion language project for the International Commerce major provide novice and intermediate language study for upper division Business and/or Area Studies classes taught primarily in the target language. There is no language prerequisite in Japanese. The prerequisite for Spanish is proficiency in understanding, speaking, reading and writing commensurate with the standard assigned by the California Foreign Language Competency Project for two years of high school instruction. The first semester of both programs stresses basic language structures and non-specialized vocabulary. Students completing the entire program in Japanese will obtain a minimum proficiency level of Intermediate-high in speaking and listening and Intermediate-mid in reading and writing on the ACTFL/ETS academic rating scale. Students completing the entire program in Spanish will obtain a minimum proficiency level of advanced-plus in all four modalities on the ACTFL/ETS academic rating scale.

II. Organization

Intensive/immersion language instruction is carried out in several modes by professors, assistants, or native informants, according to the expertise required in each instance.

A. Language Classes (5 hours per week) 5 units

The primary mode of instruction is the language class, taught by a linguistically trained native or near-native speaker of the target language to a maximum of 12 students.

B. Language Discussion Groups (10 hours per week) 5 units

Speaking practice is afforded in discussion groups of no more than 12 students assisted by a native speaker of the target language trained to elicit participation and serve as a model of language competence.

C. Language Learning Center (10 hours per week required) 0 units

Supervised practice and study with audio recordings, video-taped materials, computer assisted instruction and interractive videodisc programs are carried out in groups of 11 to 18. Provision is also made for individual, unsupervised practice and study.

NOTE: Students completing A, B, and C above in Spanish will normally enroll in Spanish 203: Spanish Conversation and Composition (Fifth Course in Spanish) during the second semester of the first year. Students in Japanese will enroll in Japanese 201: Intermediate Japanese I (Third Course in Japanese) during the second semester of the first year.

hall and internship abroad experiences, plus business and area studies courses taught in languages (Japanese, Spanish) critical in the Pacific Rim.

Many experts believe that we are entering the "Pacific Century" in the sense that economic power is shifting from the Atlantic nations to those bordering the Pacific. For example, in 1982 the volume of American trans-Pacific trade exceeded that which crossed the Atlantic for the first time ever. The combined economies of the Pacific Rim nations have a gross national product of over three trillion dollars and are growing at the rate of three billion dollars a week.

San Diego is uniquely positioned at the gateway to the Pacific Rim. The city and university have strong historical ties to both Latin America and Asia. The city of San Diego as well as the state of California have developed economies that are closely tied to trade with Pacific Rim countries. San Diego, for example, and Yokohama are sister cities. The maquiladora or trinational (U.S., Japan, Mexico) production and trade phenomenon has its axis just 25 miles from San Diego in Tijuana, Mexico. Currently, eighty percent of the foreign trade passing through California ports is with Pacific nations. This trade accounts for over 1.5 million jobs in California. The demographic profile of the student body at San Diego State mirrors these trends. Immigration from Asian and Latin American nations has made the local population and student body a melting pot of ethnic diversity. The Intensive/Immersion Japanese/Spanish Language Project of the International Commerce program is designed to take maximum advantage of San Diego State's unique geographical position.

D. **Language Residence Halls**

Students are required to live together in a language residence hall during the first academic year of the program. Space for selected upper division students and international students who would serve as native informants would also be reserved. Dedicated audio, video, and computer equipment would be located in these halls.

E. Language Modules (2 hours per week each) 1 unit each

Language modules taught in the target language introduce vocabulary and readings paralleling the work of six lower division classes: accounting, economics, mathematics, and political science in the Spanish program; and ten lower division classes: accounting, economics, geography, history, mathematics and political science in the Japanese program. These language modules are conducted by native or near-native speakers with linguistic training and knowledge of the content area. Twenty to thirty students will be enrolled in each module.

F. Area Studies/Business Courses Taught in the Target Language

A minimum of four area studies and/or business courses will be taught in the target language in the Spanish program and two in Japanese.

G. Semester Abroad (optional) and Internship

Students have the option of participating in an SDSU-sponsored semester abroad program in the first semester of the senior year. Whether spent abroad or on the home campus, the first semester of the senior year includes an internship.

III. Externally Funded Courses
International Commerce
Intensive-Immersion
Business/Latin American Studies/Spanish

Year 1

Language Residence Hall			Language Residence Hall	
Span (25 hours)		(10)	Span 203	(3)
Class (5 hours)	(5)		Span 296 Span adjunct to Elem Stat for Bus (Math 119)[1]	(1)
Discussion (10 hours)	(5)		Span 296 Span adjunct to Intro to Comp Gov't (PolSci 103)[1]	(1)
Lang Learn Ctr (10 hours)	(0)			
Total Units		(10)		(5)

Year 2

Span 296 Span adjunct to Acctg Fundamentals I (Acctg 201)[1]		(1)	Span 296 Span adjunct to Acctg Fundamentals II (Acctg 202)[1]	(1)
Span 296 Span adjunct to Econ Principles (Econ 101)[1]		(1)	Span 296 Span adjunct to Econ Principles (Econ 102)[1]	(1)
Span 301A		(3)	Span 301B	(3)
Total Units		(5)		(5)

Year 3

Finance 323 Fundamentals[2]			Finance 329 International Business[2]	
Mgt 350 Mgt & Organization[2]			LAS content course[2]	
Marketing 370 Marketing[2]			Mgt 466 Int'l Business Strategy[2]	
Span 302		(3)		
Total Units		(12)		(9)

Year 4

Semester Abroad				
Bus Ad 401 Business Internship[2]			LAS content course[2]	
LAS content courses[2]			Marketing 376 International Mkt.[2]	
Total Units		(6)		(6)

Total Units (58)

[1] one-unit module (2 hours) taught primarily in Spanish.
[2] at least one of these courses will be taught primarily in Spanish per semester.

Externally Funded Courses
International Commerce
Intensive-Immersion
Asian Studies/Business/Japanese

Year 1

Language Residence Hall		Language Residence Hall	
Japanese (25 hours)	(10)	Japanese 202	(4)
Class (5 hours)	(5)	Jap 296 Jap adjunct to Intro to Cultural Geog (Geog 102)[1]	(1)
Discussion (10 hours)	(5)	Jap 296 Jap adjunct to Elem Stat for Bus (Math 119)[1]	(1)
Lang Learn Ctr (10 hours)	(0)	Jap 296 Jap adjunct to Intro to Comp Govt (PolSci 101)[1]	(1)
Total Units	(10)		(7)

Year 2

Jap 296 Jap adjunct to Acct Fundamentals I (Acctg 201)[1]	(1)	Jap 296 Jap Adjunct to Fundamentals II (Acctg 202)	(1)
Jap 296 Jap adjunct to Econ Principles (Econ 101)[1]	(1)	Jap 296 Jap adjunct to Econ Principles (Econ 102)[1]	(1)
Jap 296 Jap adjunct to Intro/Asian Civ (Hist 120)[1]	(1)	Jap 296 Jap adjunct to Asian Civ/Mod Tme (Hist 121)[1]	(1)
Japanese 301	(3)	Japanese 302	(3)
Total Units	(6)		(6)

Year 3

Japanese 400 level	(3)	Jap 496 Jap adjunct to Jap Bus & Trade (As St 560)[1]	(1)
Total Units	(3)		(1)

Year 4

Semester Abroad			
AS content course[2]		AS content course[2]	
OR		OR	
Bus Ad 401 Bus Internship[2]		Marketing 376 International Mkt[2]	
Total Units	(3)		(3)

Total Units (39)

[1] one-unit module (2 hours), taught primarily in Japanese.
[2] at least one of these courses would be taught primarily in Japanese per semester.

IV. Enrollments

In Year I, 36 students will be admitted in Spanish. It is assumed that any attrition will be made up by students who, because of previously acquired language competence, will enter the program in subsequent semesters.

Twenty-one students will be admitted in Year I in Japanese. An attrition rate of 50% is assumed in Year I and none thereafter.

Timetable

Year	Majors		Total
Year I (1989-90)	36 Spanish/LAS	21 Japanese/Asian St.	57
Year II	72	31	103
Year III	108	41	149
Year IV	144	51	195
Year V	144	51	195
etc.			

V. Staffing (Attachment I)

In order to staff the intensive language courses, the target language modules, and the area studies/business courses taught in the target language for 36 to 144 students in Spanish and 21 to 51 in Japanese, additional staffing of 5.67 FTEF (Full Time Equivalent Faculty or 12 units per semester) in year I and 8.98 in year IV is required. No additional externally funded staffing is necessary for any other Preparation for the Major or Major courses.

A. Four-Year Instructional Funding Summary (External)
(includes 5% cost-of-living salary increase each year)

	FTEF	Salary	Benefits (28%)
Year I (1989/90)[1]	5.67	$184,504	$51,661
Year II (1990/91)	7.27	246,854	69,119
Year III (1991/92)	8.48	299,539	83,983
Year IV (1992/93)	8.98	330,327	82,492
		$1,061,624	$297,255

[1] based upon 1986/87 salary schedule + 15%.

B. Instructional Funding (SDSU)

The staffing costs above include three kinds of courses: target language courses; target language modules that are adjunct to area studies/business courses taught in English; and area studies/business courses taught in the target language (39 or 58 units total). SDSU will fund the staffing of the remainder of the courses required to complete the major (46 or 29-1/2 units total) during the four-year funding period (1989/90-1992/93) and assume complete funding beginning 1993/94. The remaining 39 or 36-1/2 units required for graduation will, of course, be funded by SDSU.

	FTEF	Salary
Year V (1993-94)	8.98	$343,033
etc.		

VI. Language Residence Halls (Attachments IIIa and II i)

SDSU will dedicate two floors of one wing of Zura Hall (approximately 14,000 square feet) consisting of 28 double rooms and nine single rooms (see floor plan, attachment II). All first-year language students will live in this residence hall, which will be equipped with personal computers in each room and a 12-person conference room with dedicated audio and video. This latter facility will be linked to the university's Instructional Television Network (ITV) and mainframe computer.

Equipment and Charges (External Funding)

1. PAL/SECAM/NTSC video cassette player and recorder
2. 19" video monitor
3. 25" NTSC receiver/monitor
4. Antenna system
5. Video Tape Library
6. Storage
7. Cable video service
8. Satellite dish downloading
9. 37 work stations (computers, monochrome monitors, circuitry, security devices, dot matrix printers, and computer desks)

Note: Software allowing access to foreign-language character sets will be public domain or purchased by student.

Year I	$106,325
Year II	6,477
Year III	6,477
Year IV	6,477
	$125,756

VII. Project Director

The Chair of SDSU's International Commerce Program will serve as the Director of the Intensive/Immersion Japanese and Spanish Language Project of that program. The duties of the Chair include:

1. Publicize and promote the project
2. Preside over the screening of student applicants
3. Serve as the academic adviser for all majors
4. Administer all project funds
5. Prepare an annual project report for the external funding source, the Dean of the College, and the Board of Advisers
6. Conduct meetings of the International Commerce Committee
7. Supervise the internship program

The Project Director shall receive .25 reimbursed time (12 months) paid for from the grant, and .20 assigned time (academic year) as Chair of International Commerce contributed by the College of Arts and Letters.

Project Director

	Grant		SDSU
	Salary	Benefits (28%)	
Year I	$,632	$1,913	$7,005
Year II	7,184	2,012	7,356
Year III	7,543	2,112	7,724
Year IV	7,920	2,215	8,110
TOTAL	29,479	8,252	30,195

VIII. Clerical Assistant

The Project Director will be supported by a .50 annual Clerical Assistant II-A whose typical duties include: Receive visitors and telephone calls to the office and provide such information as class schedules, office hours of faculty members, arrangements and schedules of special activities of the office, course material requirements, etc.; refer callers to appropriate persons; receive and screen mail and provide pertiment background correspondence; prepare routine correspondence, letters of transmittal, or modify form letters in response to inquiries from potential and new students; post and maintain records such as purchase and work order funds, expenditures, overtime and compensatory time, student assistant and work study student records with responsibility for the completeness, currency and accuracy of such records.

Clerical Assistant IIA

	Salary	Benefits (28%)	Total
Year I	$ 9,421	$2,639	$12,060
Year II	10,133	2,837	12,970
Year III	10,640	2,979	13,619
Year IV	11,172	3,128	14,300
TOTAL	41,366	11,583	52,949

IX. Board of Advisers (This list is unconfirmed.)

Members of the Board of Advisers of the Intensive/Immersion Japanese/Spanish Language Project of the International Commerce Major at SDSU will review annual reports at their pleasure, as well as offer counsel, when deemed necessary, on future directions of the project.

The Board of Advisers shall consist of:

Dr. Thomas B. Day, President, SDSU
J. David Edwards, Executive Director of the Joint National Committee for Language, Washington, D.C.
Dr. Rose L. Hayden, President, National Council on Foreign Language and International Studies, New York, New York
The Honorable Maureen O'Connor, Mayor of the City of San Diego
The Honorable Leon Panetta, Member of the U.S. Congress, 16th District, California
Kenneth Thygerson, President, Imperial Savings Corporation, San Diego, California

X. Budget Summary

	Instructional	Administrative	Equipment	Total
Year I	$236,165	$20,805	$106,325	$361,555
Year II	315,973	22,166	6,477	342,776
Year III	383,922	23,274	6,477	411,742
Year IV	422,819	24,435	6,477	451,706
TOTAL	1,358,879	90,680	125,756	1,567,779

Attachment I

International Commerce

Faculty

International Commerce is administered by the International Commerce Program Committee. The program draws upon courses offered by faculty in the following departments and programs: Asian Studies, Chinese, European Studies, Finance, French, German, Italian, Japanese, Latin American Studies, Management, Marketing, Portuguese, Russian, Spanish.

Chair and undergraduate advisor: A. G. Branan.

Offered by International Commerce

Major in International Commerce with an A.B. degree in liberal arts and sciences.

Advising

All International Commerce majors are required to consult with the Chair of International Commerce Prograc prior to declaring this major.

International Commerce Major with A.B. Degree in Liberal Arts and Sciences (Major Code)

All candidates for a degree in liberal arts and sciences must complete the graduation requirements listed in the section of this catalog on "Graduation Requirements."

Preparation for the Major (Complete I, II, and III: 39-52 units).

I. AREA STUDIES (choose one area)

A. Asian Studies (15 units)

History 100: World History, 3 units (recommended) AND
History 101: World History, 3 units (recommended)
OR
History 105: Western Civilization, 3 units AND
History 106: Western Civilization, 3 units
and six units from:
History 120: Introduction to Asian Civilizations, 3 units
History 121: Asian Civilizations in Modern Times, 3 units
Asian Studies 105: The Asian Heritage, 3 units
Asian Studies 106: The Asian Heritage, 3 units
Asian Studies 107: The Asian Heritage, 3 units (recommended)
Anthropology 102: Introduction to Cultural Anthropology, 3 units
Geography 102: Introduction to Cultural Geography, 3 units
and three units from:
Economics 100: Contemporary Economic Problems, 3 units
Political Science 103: Introduction to Comparative Government, 3 units

B. European Studies (15 units)

History 105: Western Civilization, 3 units
History 106: Western Civilization, 3 units
Classics 140: The Heritage of Greece and Rome, 3 units
and six units from:
Art 258: Appreciation and History of Art, 3 units
Art 259: Appreciation and History of Art, 3 units
Comparative Literature 210: Introduction to Comparative Literature, 3 units or
English 220: Introduction to Literature, 3 units
Geography 102: Introduction to Cultural Geography, 3 units
Music 151: Introduction to Music, 3 units
Philosophy 101: Introduction to Philosophy: Values, 3 units
Philosophy 102: Introduction to Philosophy: Knowledge and Reality, 3 units
Political Science 103: Introduction to Comparative Government, 3 units

C. Latin American Studies (12 units)

12 units from:
Anthropology 101: Human Biocultural Origins, 3 units
Geography 101: Introduction to Physical Geography, 3 units
History 115A: Comparative History of the Americas, 3 units
History 115B: Comparative History of the Americas, 3 units
Latin American Studies 101: Latin American Heritage, 3 units
Political Science 101: Introduction to Politics and the American Political System, 3 units
Political Science 103: Introduction to Comparative Government, 3 units

II. BUSINESS (15 units)

Accounting 201: Accounting Fundamentals I, 3 units
Accounting 202: Accounting Fundamentals II, 3 units
Economics 101: Principles of Economics, 3 units
Economics 102: Principles of Economics, 3 units
Mathematics 119: Elementary Statistics for Business, 3 units

III. FOREIGN LANGUAGE (choose one language)

A. Chinese (12 units)

Chinese 101: Elementary, 4 units
Chinese 102: Elementary, 4 units
Chinese 296: Experimental Topics, 4 units

B. French (22 units)

French 100A: Elementary, 5 units
French 100B: Elementary, 5 units
French 200A: French Grammar, 3 units
French 200C: Writing French, 3 units
French 200D: The Grammar of Spoken French, 3 units
French 200E: Readings in Commercial French, 3 units

C. German (20 units)

German 100A: First Course in German, 5 units
German 100B: Second Course in German, 5 units
German 200A: Grammar of Written German, 3 units
German 200B: Expository German for Reading Comprehension, 3 units
German 211: Conversation, 2 units
German 212: Conversation, 2 units

D. Italian (16 units)

Italian 100A: Elementary, 5 units
Italian 100B: Elementary, 5 units
Italian 200A: Intermediate Grammar and Composition, 3 units
Italian 200B: Reading and Speaking Italian, 3 units

E. Japanese (16 units)

Japanese 101: Elementary Japanese I, 4 units
Japanese 102: Elementary Japanese II, 4 units
Japanese 201: Intermediate Japanese I, 4 units
Japanese 202: Intermediate Japanese II, 4 units

F. Portuguese (14 units)

Portuguese 101: Elementary/Intensive, 5 units
Portuguese 211: Conversation and Grammar Review, 3 units
Portuguese 212: Conversation and Grammar Review, 3 units
Portuguese 296: Experimental Topics, 3 units

G. Russian (21 units)

Russian 101: First Course in Russian, 4-1/2 units
Russian 102: Second Course in Russian, 4-1/2 units
Russian 201: Third Course in Russian, 4 units
Russian 202: Fourth Course in Russian, 4 units
Russian 211: Conversation, 2 units
Russian 212: Conversation, 2 units

H. Spanish (19 units)

Spanish 100A: First Spanish Course, 4 units
Spanish 100B: Second Spanish Course, 4 units
Spanish 100C: Third Spanish Course, 4 units
Spanish 200: Spanish Grammar, Reading and Writing, 4 units
Spanish 203: Spanish Conversation and Composition, 3 units

Foreign Language Requirement

The foreign language requirement is automatically fulfilled through course work for preparation for the major.

Upper Division Writing Requirement

Passing the University Writing Exam or completion of one of the approved writing courses with a grade of C (2.0) or better.

Major (complete I, II, and III below: 39 units)

I. AREA STUDIES (choose one area)

A. Asian Studies (12 units)

Humanities: 6 units from:
Asian Studies 458: Asian Traditions
Asian Studies 459: Contemporary Asian Cultures
Asian Studies 499: Special Study
Asian Studies 560: History of Japanese Business and Trade
Asian Studies 596: Selected Studies in Asian Cultures
History 561A/B: Asia and the West
History 562: Civilization of India: The Great Traditions
History 563: Modern India and Its Neighbors
History 564A/B: Southeast Asia
History 566: Chinese Civilization: The Great Traditions
History 567: China's Century of Modernization
History 568: Communist Party and the Chinese Revolution
History 569: Japanese Civilization
History 570: Modern Japan
Philosophy 351: Chinese Philosophy
Philosophy 575: A Major Philosopher (when relevant)
Philosophy 596: Selected Topics (when relevant)
Religious Studies 401*: Religions of India
Religious Studies 403*: Religions of the Far East
Religious Studies 506*: Spiritual Traditions of India
Religious Studies 508*: Spiritual Traditions of East Asia
and
Social Sciences: 6 units from
Anthropology 450*: Cultures of India
Anthropology 452: Japanese Society
(continued next page)

Economics 330: Comparative Economic Systems
Economics 465: Economic Problems of South and East Asia
Geography 331: Monsoon Asia
Geography 540: Advanced Regional Geography (when relevant)
Political Science 362: Governments and Politics of East Asia
Political Science 499: Special Study (when relevant)
*Additional prerequisites are required for these courses.

B. European Studies (12 units)

12 units from:
Humanities 401A/B: The Cultural Heritage of Europe
Humanities 402A/B: The Cultural Heritage of Europe
Anthropology 440*: Cultures of Europe
Geography 336: Europe
Political Science 356: Governments of Continental Europe
*Additional prerequisites are required for these courses.

C. Latin American Studies (12 units)

12 units (with no more than six units from one department) from:
Anthropology 442: Cultures of South America
Anthropology 443: Contemporary Latin American Cultures
Anthropology 470: Prehistory of South America
Anthropology 471: Ancient Civilizations of Mexico and Central America
Anthropology 496*: Experimental Topics
Anthropology 499*: Special Study
Art 496*: Experimental Topics
Art 499*: Special Study
Art 561: Art of Pre-Hispanic America
Art 562: Art of Latin America
Comparative Literature 445: Modern Latin American Literature
Economics 464: Economic Problems of Latin America
Economics 496*: Experimental Topics
Economics 499*: Special Study
Economics 562: International Economic Expansion and Dependence
Economics 565: U.S.-Mexico Economic Relations
Finance 329*: International Business Finance
Geography 323: Middle America
Geography 324: South America
Geography 496*: Selected Studies in Geography
Geography 499*: Special Study
History 115A/B: Comparative History of the Americas
History 496*: Issues in History
History 499*: Special Study
History 539A: The American Southwest
History 551A/B: Mexico
History 552: Brazil
History 553: Caribbean Island Nations
History 554: The Andean Republics of South America
History 555: Modernization and Urbanization in Latin America
(continued next page)

History 556: Guerrilla Movements in Latin America
History 557: History of Latin American Popular Culture and Social Thought
History 558: Latin America in World Affairs
History 596*: Selected Studies in History
Latin American Studies 101: Latin American Heritage
Latin American Studies 498: Seminar on Latin America
Latin American Studies 499: Special Study
Latin American Studies 560: Latin America After World War II
Latin American Studies 580: Special Topics
Marketing 376*: International Marketing
Mexican American Studies 306: Mexican Immigration
Mexican American Studies 310: Mexican and Chicano Music
Mexican American Studies 350A: Chicano History
Mexican American Studies 355: The United States-Mexico International Border
Mexican American Studies 375: U.S./Mexico Border History
Mexican American Studies 376: Mexican American Culture and Thought
Mexican American Studies 450: Border Health Conditions and Cultural Practices
Mexican American Studies 496*: Selected Topics in Mexican American Studies
Music 596*: Special Topics in Music
Political Science 382: International Relations of the Latin American States
Political Science 496*: Experimental Topics
Political Science 499*: Special Study
Political Science 566: Political Change in Latin America
Political Science 567: Political Systems of Latin America
Political Science 568: The Mexican Political System
Portuguese 535: Brazilian Literature
Public Administration 580*: Comparative Public Administration
Sociology 496*: Experimental Topics
Sociology 519*: Topics in Comparative Societies
Spanish 306A/B: Survey of Spanish American Literature
Spanish 441: Spanish American Civilization
Spanish 442: Mexican Civilization
Spanish 515A/B: Mexican Literature
Spanish 520: Caribbean Area Countries Literature
Spanish 522: Andean Countries Literature
Spanish 524: Contemporary Argentine Literature
Spanish 570: Spanish American Poetry
Spanish 571: Spanish American Short Story
Spanish 572: Spanish American Theatre
Spanish 596*: Selected Studies in Spanish
Women's Studies 310*: Women in Cross-Cultural Perspective
Women's Studies 496*: Experimental Topics

* Courses to be included with approval of the undergraduate advisor in Latin American Studies.

II. BUSINESS (18 units)

Finance 323: Fundamentals of Finance, 3 units
Finance 329: International Business Finance, 3 units
Management 350: Management and Organization, 3 units
Management 466: International Business Strategy and Multinational Enterprises, 3 units
Marketing 370: Marketing, 3 units
Marketing 376: International Marketing, 3 units

The Foreign Language Graduation Requirement plus all Preparation for the Major in the Business portion of this major must be completed before enrolling in any upper division courses in Business Administration.

III. FOREIGN LANGUAGE (choose one language)

A. Chinese (9 units)

Chinese 303: Readings in Contemporary Chinese, 4 units
Chinese 304: Readings in Chinese, 4 units
Chinese 496: Topics in Chinese Studies, 1 unit

B. French (9 units)

French 301: Advanced Grammar and Composition, 3 units
French 302: Advanced Grammar and Composition, 3 units
French 423: Commercial French: Theory and Correspondence, 3 units

C. German (9 units)

German 301: Grammar and Composition, 3 units
German 302: Grammar and Composition, 3 units
and
German 403: Advanced Oral and Written German, 3 units
or
German 420: German Civilization, 3 units

D. Italian (9 units)

Italian 301: Advanced Oral and Written Composition, 3 units
Italian 305A/B: Italian Literature, 3/3 units

E. Japanese (9 units)

Japanese 301: Third Year Japanese I, 3 units
Japanese 302: Third Year Japanese II, 3 units
Japanese 496: Topics in Japanese Studies, 3 units

F. Portuguese (9 units)

Portuguese 301: Advanced Oral and Written Composition, 3 units
Portuguese 302: Advanced Oral and Written Composition, 3 units
Portuguese 535: Brazilian Literature, 3 units

G. Russian (9 units)

Russian 301: Advanced Grammar and Composition, 3 units
Russian 302: Advanced Grammar and Composition, 3 units
and
Russian 430: Civilization, 3 units
or
Russian 501: Translation, 3 units

H. Spanish (9 units)

Spanish 301A: Advanced Reading and Writing, 3 units
Spanish 301B: Advanced Oral and Written Composition, 3 units
and
Spanish 302: Advanced Oral and Written Composition, 3 units
or
Spanish 304: Introduction to Spanish-English/English-Spanish Translation, 3 units

Attachment II

FTEF STAFFING SUMMARY

TOTAL

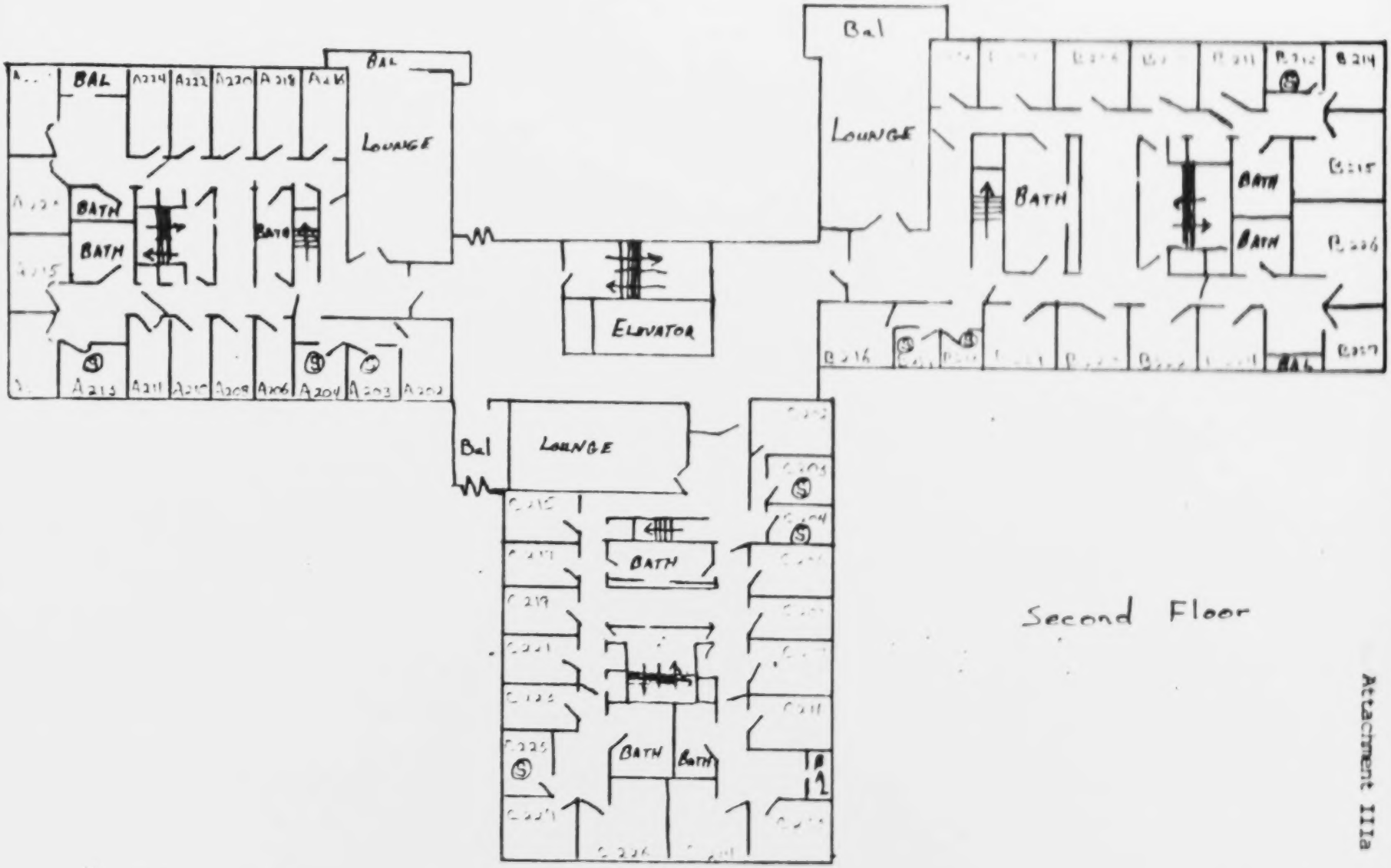
	Year I	Year II	Year III	Year IV	Year V
Business courses	.00	.00	.75	1.25	1.25
Japanese courses including modules	2.67	3.43	3.64	3.64	3.64
Spanish courses including modules	3.00	3.84	4.09	4.09	4.09
TOTAL FTEF	5.67	7.27	8.48	8.98	8.98

$ STAFFING SUMMARY (w/out 28% benefits)

TOTAL

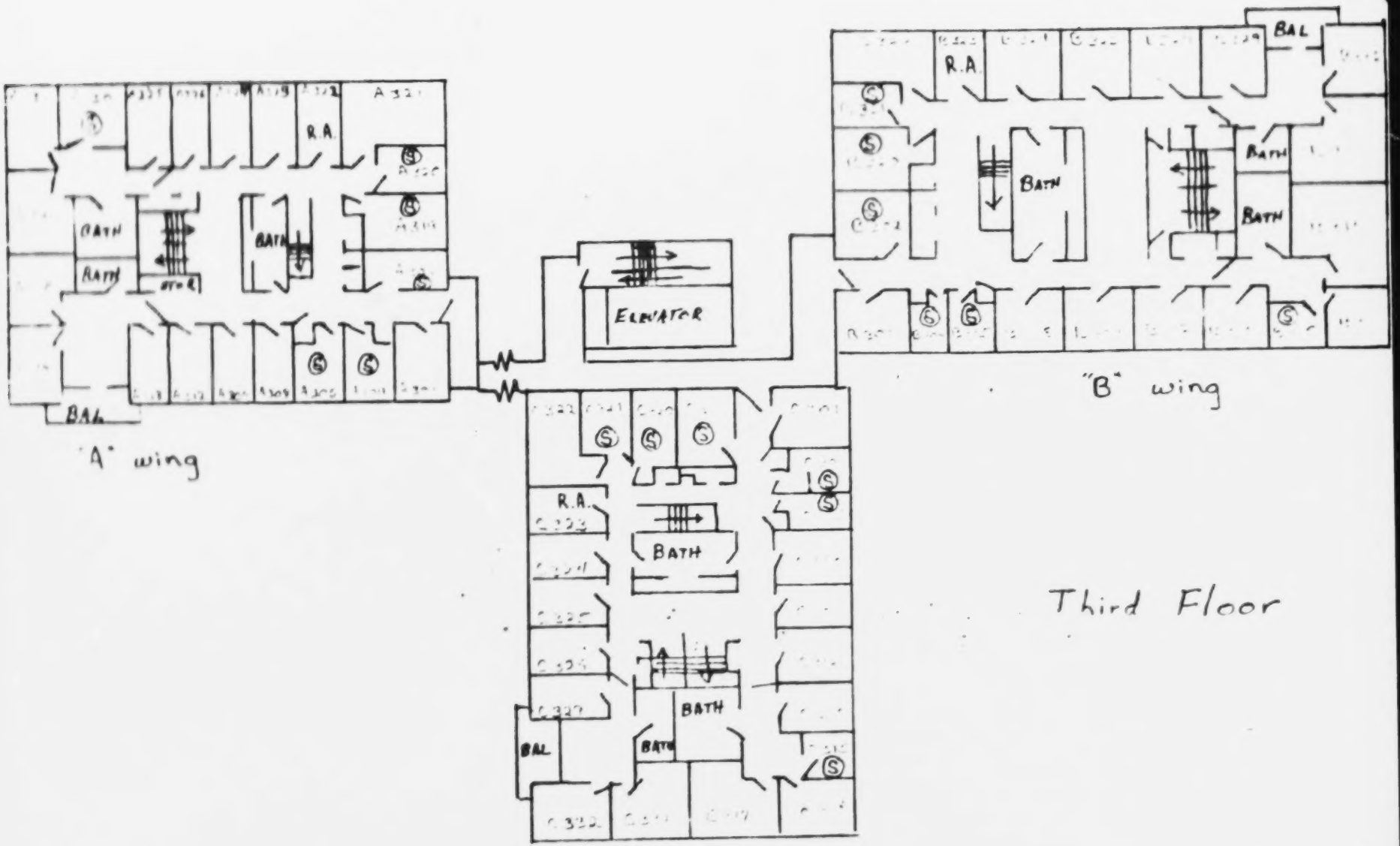
	Year I	Year II	Year III	Year IV	Year V
Business courses	0	0	26,529	45,980	47,750
Japanese courses including modules	86,883	116,466	128,747	133,897	139,047
Spanish courses including modules	97,621	130,388	144,663	150,450	156,236
TOTAL $	184,504	246,854	299,939	330,327	343,033

Zura Hall



Attachment IIIa
8711

Zura Hall



"A" wing

"B" wing

"C" wing

Third Floor

63

64

11 79

Table of Externally Funded Equipment for Language Residence Halls

Ref	Qty	Item	Unit Price	Extension	Tax	Subtotal	Notes
1. Conference Room							
1a.	1	multistandard video cassette recorder/ player	$2100	$2100	$126	$2226	
1b.	1	multistandard video monitor	1100	1100	66	1166	
1c.	1	25" NTSC video monitor	1400	1400	84	1484	
1d.	1	Equipment cart	460	460	28	488	
1e.	1	Antenna system	4000	4000	240	4240	
1f.	1	Video library	2200	2200	132	2320	
1g.	1	Storage cabinet	1020	1020	61	1081	
1h.	1	Cable service subscription	450/yr	450	27	477	Yearly expense
1i.		Satellite download charges	6000/yr			6000	Yearly expense
2. Personal Computer Systems							
2a.	37	Computers & monitors	1300	48100	2886	50986	
2b.	37	Security devices	110	4070	244	4314	
2c.	37	Dot matrix printers	400	14800	888	15688	
2d.	37	Computer desks	300	11100	666	11766	
3. Shipping Allowance							
Shipping allowance (4% of expense of untaxed funded equipment, furniture, and library items):						3614	
TOTAL						$106325	

INTERNATIONAL BUSINESS PROGRAMS
COLLEGE OF BUSINESS ADMINISTRATION
SAN DIEGO STATE UNIVERSITY